develop

INDUSTRY EXCELLENCE AWARDS 2011

FINALISTS 2011

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GOOD LUCK TO ALL FINALISTS!

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Introduction

FOR CRYTEK, the Develop Industry Excellence Awards are a reflection of everything that is great about our business, and the evolving games development sector in Europe.

Games businesses across the continent and around the world are – much like our CryEngine 3 – operating across more platforms than ever, and are

"Congratulations to all the finalists for their well-deserved nominations. Diversity will be evident at the July 20th ceremony."

pushing the envelope technically to create some of the most memorable experience on PC, console and on the web.

Individuals, meanwhile, are seeing new opportunities to strike out on their own or make a name for themselves as part of bigger, proactive teams, with creative new games coming to the fore quicker and more powerful than ever.

Looking across the finalists profiled in this guide, that diversity will be evident on July 20th at the Develop Awards. Congratulations to all the finalists for their well-deserved nominations – and good luck on the night. We look forward to seeing you at the ceremony in Brighton.

Avni Yerli
Managing Director, Crytek,
Develop Awards Platinum Sponsor

FROM OUR GOLD PARTNERS

Supermassive Games

"The Awards night has become a key event in the European games industry's calendar, and an opportunity for us all to reflect on how our peers have moved the industry forward over the last 12 months. This event is as much a celebration of diversity as it is about peer recognition for the effort, teamwork and talent required to develop any game. Supermassive is proud to be associated with it."

Pete Samuels, Managing Director

Formed in August 2008 Supermassive has grown from just three people to 80 staff at its Guildford studio. It has produced showcase PlayStation Move games, and multiple LittleBigPlanet Level Packs. The team continues to work on multiple titles and diversify the genres in which it develops. www.supermassivegames.com

Amiqus

"The Develop Awards is a great chance for us to see many of our clients receive the accolades they deserve. We believe that our business supplies the building blocks for developers, providing them with the best and the brightest talent to ensure their success and growth. We know and love this industry and sponsoring the event gives us a public opportunity to demonstrate our support and commitment."

Liz Prince, Business Manager

Amiqus provides professional recruitment services to the games and online industries across the UK, Europe and North America. Our consultants are recognised for their passion and expertise, deep sector knowledge and their broad network of candidates and clients. www.amiqus.com

Nova Scotia Canada

"Nova Scotia, Canada wishes to congratulate the best of the European video games industry at the 2011 Develop Industry Excellence Awards`."

Jayson Hilchie, Director, Information Technology & Interactive Media

Nova Scotia Business Inc. (NSBI) is the province's private-sector-led business development agency. We bring Nova Scotia to the world and the world to Nova Scotia, Canada. NSBI is the first point of contact for international companies in the gaming and interactive media sector that have heard about the province and want to know more. www.yourstudiohere.com

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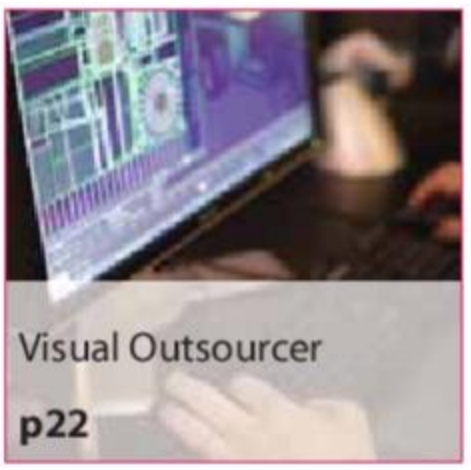

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Welcome to your special guide to the 2011 Develop Awards.

Now in its ninth year, the Develop Industry Excellence Awards is the only event of its kind, rewarding and highlighting the best of the best amongst European games developers.

No stone is left unturned in our broad remit on games development – we've got prizes for new IPs and visual arts, technical innocation, outsourcing, publishing and business managment.

And rightly so in an era of sustained change for games development. Today, you can launch a game effectively unfinished and find a global audience. Peripherals for gameplay

"The Develop Awards honour genuine innovation and success."

can be used to generate motion capture data. Some of the most powerful game engines are pushing the envelope on the nimblest of platforms, the mobile phone.

The Develop Awards recognise all this and more. PR? Marketing? That doesn't count for much here. The real serious change, the genuine innovations, and stand-out creative and business successes are what we are interested in. And that is rewarded with highly-coveted accolades.

There are almost 100 companies from nine countries nominated this year, representing the spread of games talent across Europe.

But outside of our special recognition prizes there are only 19 opportunities to walk home with an award. Well done to those that made the grade – you deserve it. And good luck on the night.

Michael French
Editor-in-Chief, Develop

Creativity

NEW IP

Enslaved *(Ninja Theory)*
A beautiful, broken-down future America was the setting for Ninja Theory's exceptionally well-crafted post-apocalyptic adventure *Enslaved*. Written by *Beach* and *Sunshine* scribe Alex Garland and featuring Andy 'Gollum' Serkis, the game is an action-packed sci-fi reinterpretation of the classical Chinese story *Journey to the West*.

Kinect Sports *(Rare)*
The way in which the Microsoft motion sensing kit was so warmly welcomed by the international community was aided in no small part by Rare's excellent *Kinect Sports*, a rare example of an exceptionally well designed and enjoyable game that falls within the difficult remit of being 'fun for the whole family' and introducing new ideas to new audiences.

Kinectimals *(Frontier)*
The sheer cuteness of the boggle-eyed creatures populating Frontier's wonderful *Kinectimals* is worthy of an award in itself, but the skill evident in crafting such a complete and engaging experience for the game's target youth audience lifted that cuteness and brought it easily onto the 2011 awards finalists list.

Bulletstorm *(People Can Fly)*
That FPS titles are dime-a-dozen in the modern industry should only reinforce the impressiveness of *Bulletstorm*'s appearance here. People Can Fly injected the genre with such raucous toilet humor and confident design ethics that the process of shooting waves of vile baddies is not only fun, but cool again.

Brink *(Splash Damage)*
Splash Damage's 'mingleplayer' FPS *Brink* is an inventive and exciting presence this year. Attempting to mold the single, multi and online shooter experiences into one seamless sci-fi team-based shooter, it has shaken up the notion of what a triple-A title can be, and rightly caught the attention of the entire industry.

NEW DOWNLOAD IP

Limbo *(Playdead)*
Playdead's incredible, haunting platformer is a bleak, brilliant and occasionally disturbing affair. It is proof if proof were ever needed that the indie scene is capable of producing truly world beating content.

Hydroadventure *(Curve)*
UK-based Curve's smart 2D physics-based puzzle/platformer *Hydroadventure* is a gem of an indie title that has seen the studio rise to prominence. The deceptively simple nature of its physics-driven core gameplay hints at the huge talent of the Curve team, and more than aptly demonstrates an innate understanding of fun.

Dead Nation *(Housemarque)*
The top-down isometric shooter genre has survived many decades, and with the aid of studios like Housemarque, it will likely survive for many more. A 2.5D zombie apocalypse extravaganza that has set the download market alight, *Dead Nation* displays a love of gaming history and lust for its indie future that goes stright for the brains.

Tiny Wings *(Andreas Illiger)*
iOS and mobile platform gamers, it seems, love birds, and with titles of the quality of *Tiny Wings* to sate their avain admirations, it's little wonder why. The wonderful side-scrolling title from German Illiger is a joyful example of the download market's inherent simplicity used to its benefit. *Tiny Wings* is a big contender.

Amnesia: The Dark Descent *(Frictional Games)*
Horror from the design school of less is more, Frictional Games' *Amnesia: The Dark Descent* was a critical darling and truly terrifying entry into the download games market last year. Bleak, menacing and bold in a way that horror fiction of any type rarely manages to be, the game is a rare dark gem in a market to often overloaded with dull gore.

Minecraft *(Mojang Specifications)*
The mighty *Minecraft* has become a phenomenon in the past 12 months. It is hard to remember a time when the blocky world of Mojang Specifications wasn't inhabiting the collective conscience, and the game hasn't left beta yet. Sandbox gaming in a way no triple-A title ever could be, this is a game that has redefined the word 'indie'.

Creativity

VISUAL ARTS

Bulletstorm *(People Can Fly)*
The beautiful vistas of *Bulletstorm* sometimes pale in comparison to the game's colourful language, but they still define one of the most impressive recent shooters.

Crysis 2 *(Crytek)*
New York has had its fair share of doomsdays over the visual entertainment years, but rarely have they looked quite so attractive as when powered by the CryEngine 3. The Ceph returned, and avoiding the resulting falling skyscrapers was a thrilling terror.

Enslaved *(Ninja Theory)*
Speaking of ruined Big Apples, the effortlessly charming *Enslaved* deserves more than a passing mention. Ninja Theory consistently grasps what makes something visually engaging, and here delivered that with the powerful, tragic beauty of the slow reclamation of civilisation by nature.

MotorStorm: Apocalypse *(Evolution Studios)*
As if New York alone wasn't enough, Evolution decided to blow up the world in *Motorstorm: Apocalypse*. The result was a wonderful, outlandish visual treat that reset the notion of how much was too much.

Killzone 3 *(Guerrilla Games)*
The war with the Helgast exploded across some stunning intergalactic surroundings in *Killzone 3*, giving Guerrilla a more than overdue chance to show what it was capable of. The Helgan forests, the frozen tundras and the eternity of space to name just a few.

Limbo *(Playdead)*
Stark, expressionist and black and white, *Limbo* had all the visual calling cards of a game that shouldn't quite work. Playdead showed just how far from correct that notion was, and *Limbo* is one of the most striking games of recent years.

Shogun 2: Total War *(The Creative Assembly)*
The ever-attractive *Total War* series went back to where it all began this year, and *Shogun 2* richly exploited the hauntingly elegent asthetics of classical Japan to create a timeless design for an excellent game.

Congratulations and good luck to all the Develop finalists

Winner of the Develop Industry Award for Excellence, Recruitment category 2009 & 2010 | Nominated 2011

AUDIO ACCOMPLISHMENT

Enslaved *(Ninja Theory)*
Ninja Theory excelled in audio; the voice acting, sound effects and Nitin Sawhney's brilliant score create a living audio world in *Enslaved* that fires the imagination.

Crysis 2 *(Crytek)*
Crytek built a truly memorable score to accompany a Manhattan armaggeddon. Crumbling skyscrapers, screeching aliens and terrified humans have never sounded quite so disconcertingly real. Borislav Slavov and Tilman Sillescu's intense score, overseen by Hans Zimmer, rounds out the package perfectly.

DJ Hero 2 *(FreeStyleGames)*
FreeStyleGames has a consistent creative flair when it comes to testing the boundries of what a music game can be. *DJ Hero 2* takes outstanding licensed entertainment and mashes it all up for its own brilliantly fun ends.

Fable III *(Lionhead)*
Lionhead has spent a long time crafting Albion into a complete, self-contained world. The effortless way in which the *Fable* series' hightened historical 'reality' is compounded by its first-rate music, voice and sound effects need to be experienced to be properly appriciated.

Kinect Sports *(Rare)*
Real time crowd reactions, bespoke music sections, outstanding voiceover and commentary and collaboration with top VO artist Peter Dickson and Fatboy Slim collaborator Simon Thornton mean *Kinect Sports* features some of the most well-realised audio work of the year.

Limbo *(Playdead)*
Playdead's creepy platforming epic *Limbo* is appropriately accompanied by some of the most sparse and yet memorable audio work in recent gaming history. No one who has played it forgets the giant spider's last moments.

Papa Sangre *(Somethin' Else)*
Papa Sangre is a truly inventive iOS experience. Players must travel the Land of the Dead in entirely sound-composed levels – everything is done via audio feedback, there are almost no on-screen visuals. Thrilling and wonderfully strange.

USE OF A LICENCE OR IP

Angry Birds Rio *(Rovio Mobile)*
The furious avains flew into the 'transmedia' realm this year with the clever tie-in release to 20th Century Fox's family film *Rio*. A smart piece of IP crossover.

F1 2010 *(Codemasters Birmingham)*
Building on its growing experience with the licence, Codemasters delivered a stand out racing title in *F1 2010*. The studio's hardworking ethic came up trumps and offered an important franchise reboot.

FIFA Superstars *(Playfish)*
Creating something fresh from the FIFA brand was a bold move for UK studio Playfish, and the exceptional skill with which *Superstars* was executed has done great things for an evergreen IP.

GoldenEye 007 *(Eurocom)*
In an era marked by dull ports of classic games, *GoldenEye 007* was a hugely welcome surprise. Making a new great game from an old great game is a task rarely undertaken, and with good reason. Eurocom, however, has done something special.

Jenga *(NaturalMotion Games)*
NaturalMotion's *Jenga* has reinvigorated a game that many would never have even considered a worthwhile video game. The result is proof that inspiration takes many forms.

Michael Jackson: The Experience *(Ubisoft Paris)*
Ubisoft Paris did something really quite impressive with *Michael Jackson: The Experience*, securing the rights to the legacy of the biggest pop star of all time, and creating one of the greatest casual experiences of the year.

Mr Men / Little Miss *(Digital Goldfish)*
The Use of a Licence or IP award cointains some of the most interesting variation of all the catagories, and Digital Goldfish's *Little Miss* is the perfect example of that. An excellent interpretation of a classic IP as an iOS experience.

Need For Speed: Hot Pursuit *(Criterion)*
Criterion excelled itself with the new direction for *Need for Speed*. It mixed old and new with the cops 'n' robbers gameplay of previous titles, while channeling *Burnout*.

PUBLISHING HERO

Channel 4
Winner of last year's prize, the broadcaster is still working dilligently with indie studios across the length and breadth of the UK to produce educational titles for British teens.

Electronic Arts
The EA Partners program published *Bulletstorm* and *Crysis 2*. The powerhouse of triple-A publishing looks unstoppable – but it's also backed up by the impressive iOS and casual publishing work of Chillingo.

Lockwood Publishing
The publishing arm of outsourcing firm Outso has had a great run of inventive PlayStation Home output, entering an exciting profit sharing deal with Capcom and introducing new IP like *Sodium* to the platform too.

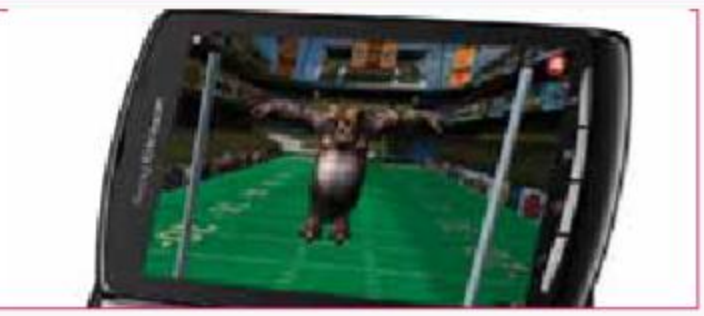
Microsoft
XBLA continues to supply gamers with the very best that the international development scene has to offer, and publishing titles like *Crackdown 2* and *Kinectimals* has seen the firm take great strides in core and casual markets.

Namco Bandai
The release of *Enslaved* marked the conclusion of a big and noble risk on the part of Namco Bandai, and would be worth the place this developer/publisher giant has secured on the 2011 shortlist. But it is also signing other huge content from Europe, including a new *Ridge Racer* title from Bugbear.

SCEE XDEV
Sony's XDEV program, based within SCE's Studio Liverpool, has had another notably strong showing this year, commissioning *The Fight*, *Tumble*, *The Shoot*, *Start The Party* and dozens of *LittleBigPlanet* content updates.

Valve
It's been an exciting time of expansion on the divisive digital platform. Steam is the go-to place for downloads, and adding free-to-play also saw the platform's more diverse content become even more trusted by publishers and developers alike, leveling the playing field even further.

TECHNICAL INNOVATION



Havok Mobile *(Havok)*

The physics tools from Havok have made the company the closest thing middleware has to a household name, and now it has taken its industry-defining tech to mobile. In supporting systems like the Xperia Play, Havok has granted mobile developers access to the kind of functionality that was once the reserve of high end PCs.

Kinect *(Microsoft Research Cambridge)*

Currently home of 100 researchers, Microsoft's Cambridge lab was pivotal in creating the technology that allows Kinect to track a moving human body without markers. As such, the team are behind one of the most successful consumer electronic devices of all time, and have fuelled a wave of academics and developers exploring new options for motion control.

Kinect Sports *(Rare)*

Rare has never been scared of working with new technology and pushing it to its limits. So it was little surprise that the studio was trusted by Microsoft to create one of the seminal launch titles for Kinect. Rare's creation – *Kinect Sports* – continues to serve as one of the most popular demonstrations of the potential of the controller-free device.

Path of Go AI *(Microsoft Research Cambridge)*

Microsoft Research Cambridge's second nomination is for an achievement so subtle it may pass many by. In fact, through its work on XBLA game *Path of Go*, the team beat one of the most longstanding programming challenges in game design: crafting an artificial intelligence so smart, it can event play the world's most complex board game, Go.

PlayStation Move *(SCEE Vision R&D/User Testing Team/Creative Development Group)*

The PlayStation Move technology may not offer the controller-free allure of Kinect, but its precision is unbeaten, and it has subsequently breathed new life into the PlayStation 3. Tucked away under the striking casing that is Move is a wide range of technological wizardry, much of it devised in the UK, that assured Sony a place in the motion control revolution.

Razor for Vita *(SN Systems/SCE R&D)*

Razor is a profiling tool created by Sony-owned development environment specialist SN Systems. Co-developed with SCE Worldwide Studios Advanced Technology Group and SCEE R&D, the tool allows Vita game developers to analyse and profile code to ensure performance. Fully integrated into Visual Studio, it is the product of a team that have worked closely with the new Sony handheld since its inception.

Unreal Engine *(Epic Games)*

This year's move into the mobile space by Unreal Engine 3 has reshaped the sector. Its support for an increasing number of devices including iOS has allowed studios globally to consider creating what Epic has coined 'triple-A on mobile', bringing the polish of console quality to handheld devices. In the same period, Epic gave a tantalising glimpse at what UE4 may offer with its DirectX 11-bolstered Samaritan demo.

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GOOD LUCK to all finalists!!

ENGINE

BlitzTech *(Blitz Games Studios)*

UK based master-of-all trades Blitz has had a great year with its BlitzTech core technology. In the past year an ever-growing list of third-party licensees has been accompanied by exciting feature-set upgrades, and platform support expansions to both Vita and 3DS, as well as mobile devices including iOS, Android and Xperia Play. All that means BlitzTech provides one of the most complete engine bundles on the market.

CryEngine 3 *(Crytek)*

With the release of Crysis 2, the CryEngine became a true multiplatform engine to rival the best on the market. As well as bolstering its licensee list substantially and moving to support new platforms, in recent months Crytek has launched an educational SDK which has more than 250 institutes signed up, built a strong simulation licensing business outside the games industry, and debuted a CryEngine indie SDK.

Shiva3D *(Stonetrip)*

It's been a big year for the Shiva3D engine. As well as expanding its client list, Stonetrip released the most significant update to Shiva yet in the form of version 1.9, introducing a wealth of new features such as an innovative unified authoring tool, a range of new plug-ins and expansions, and bolstered Wii, Palm and Android support.

Unity *(Unity Technologies)*

The great democratising force of the engine market, Unity has given another strong showing since the company cleaned up at the 2010 awards. After the inclusion of Android on its roster of platform capabilities, the engine is a promising candidate for recognition this evening, thanks in part because of its Union business model for Unity-created titles and it hitting the 450,000 users milestone.

Unreal Engine 3 *(Epic Games)*

We all saw the Samaritan tech demo, which set Unreal Engine apart as perhaps the most future-proof tech on the market. New platforms, new features and new industry standards; Epic has offered them all, introducing DirectX 11 support and ushering in the era of triple-A on mobile in the process.

Vision Game Engine *(Trinigy)*

Trinigy's Vision Engine has gone through a stellar few months since the last awards, expanding its middleware partners list and being licensed out to a wealth of exciting projects. Having added Vita support ahead of the crowd and refocused its efforts with mobile support, there can be little doubt of its reason for appearing on this excellent finalist rundown.

envision.
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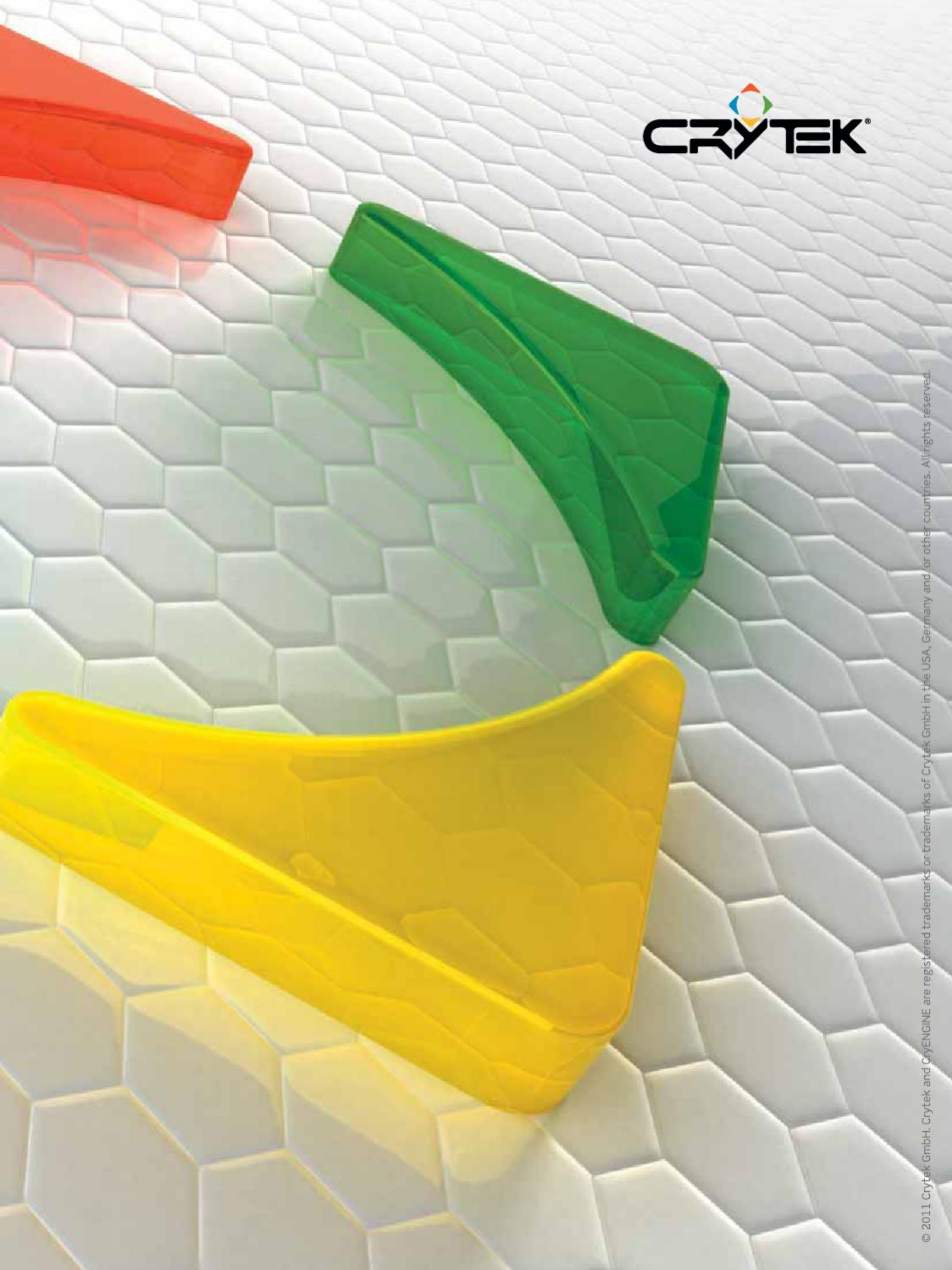
GOOD LUCK TO ALL FINALISTS.



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Autodesk
The past year has seen Autodesk not only launch the new versions of its famous software suite, but also unveil a revolutionary productised pipeline named Skyline with the potential to change the industry, and acquire UI solution specialist Scaleform.

Donya Labs
Swedish middleware company Donya Labs's automatic 3D content optimising tool Simplygon is rapidly gaining traction. It has been used to streamline the production of games at studios like BioWare, Blizzard, NCsoft and Reloaded. The tool, particularly popular in the US and South Korea, is now finding a userbase in Europe with the likes of Crytek and CCP.

Epic Games
Epic's tech achievements from the past year are too plentiful to list here, so a select few will have to do. UE3 was the first middleware publicly demonstrated on Xperia Play, and was demonstrated at GDC showing Mac OS X support in UE3 at GDC. Epic also delivered the first ever middleware demo on NGP, while licencees released the first UE3 games on Android.

Hansoft
The past year has seen not one but two new versions of its project management and defect tracking tool. Hansoft 6.5 focused on global collaboration with features for simplified outsourcing and distributed team management. Meanwhile Hansoft 6.6 zeroed in on making reporting a more collaborative experience, to the satisfaction of many customers.

Havok
Like Autodesk, Havok is a company whose name is synonymous with games development. The past twelve months have seen it expand its offering significantly, with it introducing the Havok Strike Programme, which strives to make Havok product more accessible to microstudios and those with lower development budgets. The same period saw the company move to support both Vita and mobile.

NaturalMotion
2010 and 2011 saw continued adoption of NaturalMotion's animation engine Morpheme, with outfits including Ninja Theory and THQ embracing the tech. Elsewhere, increased sales in China, Korea and Japan further helped accelerate the engine's momentum across the global games industry. 2010 also saw the release of a major update in the form of morpheme 3.0.

Unity
No longer merely a plucky underdog, Unity has risen to be a prominent force in the game engine sector. In the past year, as well as continuing to attract huge number of both developers and consumers, Unity launched its Asset Store and Union business model. The engine outfit has also announced support for Android, and continues its mission to democratise game development.

RECRUITMENT

Amiqus
In the past year Amiqus has continued to expand both its headcount and offering, developing social recruiting and corporate social networking capabilities in response to the rapidly changing jobs market. A strategy of focusing on peering consultants' knowledge and expertise to candidates and clients via social platforms has served its customers well.

Aardvark Swift
Recent months have seen Aardvark Swift introduce a wealth of new offerings, including a dedicated contract recruitment service, new website, interactive Facebook pages, a Twitter notification service, specialist LinkedIn groups, more consultants, and further expansion of its Canadian recruitment team.

Avatar Games
Avatar this year established itself as significant contributor to games recruitment, developing relationships within European, US, Asian and Canadian territories. The recruiter boasts an impressive client portfolio of over 60 studios around the globe, and is continuing to expand its team with a new overseas office based in the US, and plans for a Canadian office.

Datascope
Founded in 1991, Datascope has in the past year expand its already substantial client base and offering. With offices in both the UK and US, Datascope sources jobs in across the world for the likes of Rockstar, Square Enix, Sony, Konami, Eidos and several other big hitters, making it a truly international organisation in an increasingly global space.

MPG Universal
MPG Universal's constantly evolving recruitment offering continues to bridge the gap between the film and audio industries, specialising in providing bespoke solutions for CGI recruitment requirements. Quickly climbing through the ranks, MPG has now risen to the status of the industry's most esteemed recruiters, and today stands shoulder-to-should with the big names you see here.

OPM Recruitment
Recruiters are among those most likely to be hit by the recession. Despite this, OPM has not lost a single staff member during the economic crisis; in fact, it has increased its headcount by 25 per cent, gathering some 17,500 candidates worldwide. Offering consultants supported by full time resourcing team finding those hard to reach candidates, OPM remains one of the most prominent recruiters in the games space today.

Specialmove
Since launching a completely new website last year, Specialmove has gone from strength to strength. Founded in 2005, and primed for the new move of recruiting through social media, the company has over 500 live, open positions on its website and access to over 15,000 candidates globally. From its base in Scotland it deals with international companies and places staff across the US, UK, Europe and Asia.

SERVICES

Audiomotion

Motion capture master Audiomotion has maintained a front runner position in the services industry this year, supplying work for projects like the BAFTA award winning *Kinect Sports* and *F1 2010*, as well as *Killzone 3*, *Castlevania: Lord of Shadows*, the *Total War: Shogun 2* trailer and numerous others. Despite being one of the specialties longest standing members, Audiomotion could never be accused of resting on its laurels.

Babel Media

QA and localisation giant Babel Media has worked on well over 1,500 cross platform titles in its time; a fact that hasn't stopped it striving to improve. The global reach and renowned quality of the services that the firm offers have seen it stride confidently back onto the awards shortlist this year, thanks in part because of its expanded in-house team specialising in MMO and app testing.

SQS

The world's largest independent software quality management, QA and testing services firm takes a rightful place on the awards hopefuls list this year. In just 12 months SQS's games testing team enjoyed 100 per cent growth, with the company welcoming high profile new clients such as THQ and Warner. In the same period the outfit worked on an impressive 45 different genres of game on both console and handheld.

Testology

Last year's deserving winners, QA firm Testology is back in the mix for 2011, with a new compliance department and a refreshed commitment to indie and social studios. Following another successful year working across all platforms for some of the biggest studios on the planet, including Media Molecule, Freestyle Games, Lionhead Studios and Channel 4, the company is looking to be a strong contender again in 2011.

Testronic Labs

Testronic has become a QA and localisation firm worthy of attention over its 13 years in the business, drawing in increasingly impressive work from across the full development spectrum. After scoring a raft of big contracts in 2010/11, and continuing work with the likes of Sony, Capcom and Rovio, the company is one to watch for this year's big prize.

Universally Speaking

UK localisation and QA outsourcer Universally Speaking has made a name as a proactive and hardworking firm taking on work for platforms from triple-A mega-games to sleeper iOS hits. After a strong period of new work for the company, it marched onto the 2011 shortlist with ease. Universally Speaking's client lists reads like a who's who of gaming, including big names such as EA, Square Enix, Bandai Namco, Capcom, Warner Bros and Codemasters.

VISUAL OUTSOURCER

Atomhawk Design

At barely two years old, Atomhawk has come a long way in a short time. After a process of expansion that has seen it double in size, the firm is now working with some of the biggest IP in the triple-A arena, including high profile games *Driver 5* and the eagerly awaited *Dead Island*.

Axis Animation

The talented folk at Axis have been on fine form, delivering memorable trailers and animation work that includes the infamous trailer for *Dead Island*, one of the most discussed pieces of advertising in video games history. The company also completed its first major realtime cutscene project, working on *James Bond 007: Bloodstone*.

Cubic Motion

Facial animation specialist Cubic is another relatively new firm boasting an impressive body of work created in next to no time. Having developed an exciting new facial animation process available to studios with all budget capabilities, the company has democratisied an increasingly important sector, all the while growing and reeling out exciting work.

Fireproof Studios

The aptly named Fireproof has proved an interesting success story in the still short span it has existed. Born in the wake of near-industry meltdown, it has gone on to become one of the most prolific and engaging companies operating in visual outsourcing on the European scene. Does global domination await?

RealtimeUK

RealtimeUK remains a highly regarded name in visual outsourcing, generating important business that helped the firm grow and represent the British industry in a meaningful way. Its recent portfolio highlights include contributions to big hitters such as *Operation Flashpoint: Red River*, *Dirt 3* and *Total War: Shogun 2*.

Slide

One of the UK's most respected character creation studios, Slide is at the forefront of a new wave of UK visual outsourcers that are shaking up the sector for the better. With a large number of standout titles under its belt already, the strictly focused character art firm is riding high on the wave of the future. Current and recent clients include Eutechnyx, Ignition, Ubisoft, Headstrong, Axis Animation, major platform holders and many more.

Spov

Call of Duty favourites Spov have been hard at work in between the 2010 and 2011 shows, creating a thrilling collection of visual sequences for Treyarch's latest instalment in the military shooter-behemoth franchise. The consistency of the company's outstanding creativity sees them back on the nominees list with vengeance in 2011, and deservedly so; they are true champions of quality visual outsourcing.

AUDIO OUTSOURCER

Air Edel

2011 was the year that saw Air Adel make its most substantial move on games yet. The company, with studios in both the UK and US, is a giant of movie audio, offering full music supervision and production services that have seen it central to Oscar winning film scores. Air Edel has also worked on game audio for some time, but in the past year has increased its effort, contributing to *LittleBigPlanet 2* and *F1 2010*.

High Score

Over the past year, High Score has expanded its technology base significantly, and has invested a great deal of time and money into developing its own in-house tools for dialogue production. In parallel to these advances the team has grown and the scale of projects we are working on has increased, with it working on titles like *Transformers 3* and *Captain America*.

Media Mill

Media Mill is a great all-rounder in the world of game audio production. Whether recording over 40 cars for *Driver San Francisco* or mixing soundtracks for *Shogun 2*, the York-based outfit has a reputation for excellence. In the past year it has continued its 11-year relationship with Evolution by capturing the sound of a range of vehicles for *MotorStorm Apocalypse*. Now the team are hard at work producing sound effects for Vita launch title *Little Deviants*.

Nimrod Productions

2010/11 has been Nimrod's most successful year to date, with 25 projects completed or currently in production, new staff on board, and an expansion of all services. Some of the highlights have been projects the orchestral team have embarked upon, including the score recordings of *Killzone 3* and *Split/Second*. A staunch supporter of using UK musicians, Nimrod remains one of the county's most prolific audio outsourcers.

Richard Jacques Studios

Founded by its eponymous classically trained composer for video games, film and television, Richard Jacques Studios' signature style has seen the company increasingly recognised as one of the most skilled audio teams in interactive entertainment. It's recent score for *James Bond 007: Bloodstone* alone was nominated for several GANG awards (one of which it won), a BAFTA, Gold Spirit awards and an Ivor Novello Award, demonstrating the expanding studio's considerable talent.

Side UK

Side's commitment to creating the most engaging characters it can with innovative casting, creative direction and superb recording has seen it contribute to some of the year's most highly regarded titles. Its work on *Castlevania: Lords of Shadow* and the *GoldenEye 007* remake demanded Side handle both celebrity voice talent and treasured IP, while its effort with the highly regarded audio of *LittleBigPlanet 2* and *Dragon Age II* served to better Side's impeccable reputation.

Nova Scotia, Canada congratulates Develop Award finalists.

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CANADA

NEW STUDIO

Future Games of London

Founded in late 2009, Future Games of London has achieved great success in a short space of time from its first iOS titles, *Hungry Shark* and *Pool Bar*, with an install base of over 18m.

Mobile Pie

Bristol-based Mobile Pie has been making mobile titles since 2008, from Java to iOS, Android and BlackBerry. The studio has been awarded Channel 4's New Mobile Developer of the Year and the Media Innovation Awards' trophy. It has worked with the BBC, HP and Orange in the past and is now making original titles.

Mojang Specifications

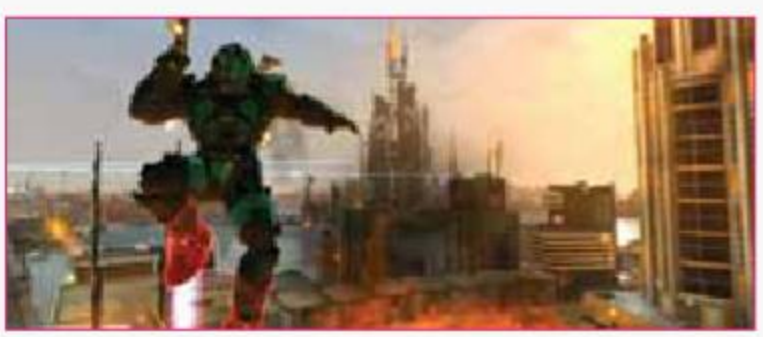
The rise and rise of *Minecraft*, and thus Mojang, was a genuine surprise to the industry last year. Who could have known a seemingly complex, incomplete sandbox indie game from an unknown Swedish developer would go on to sell over a million copies before is final release? Few young studios have a tale as inspiring as Mojang's.

Playdead

Limbo was the highest rated XBLA title of 2010 – the sort of credentials any new studio would love to have. It's been a six year journey, from the founding of Playdead in 2006 by Arnt Jensen and Dino Patti to the completion of their widely acclaimed platformer, to get to this point.

Rodeo Games

Self-funded and fully independent, Rodeo is based in Guildford, UK and was founded in 2010 by Ben Murch and three partners, each from successful UK studios. Rodeo's premier title, *Hunters: Episode One* for iOS, has been critically well received, with 350,000 copies downloaded in its first month.



Ruffian Games

Formed in 2008 by former Realtime Worlds and Xen Group staff, the quick and successful turnaround of *Crackdown 2* proved that Ruffian Games have the development chops to stay afloat. This Scottish studio is helping to sustain the UK's northern talent, as well as fostering the next generation via work with Abertay University.

Supermassive Games

Swelling to over 80 staff in two years and releasing two PlayStation Move titles, plus various *LittleBigPlanet* DLC, Supermassive is aptly named. MD Pete Samuels say its culture is highly collaborative, which holds true to the studio's shared sense of credit.

Studios

MICRO STUDIO

Andreas Illiger

The premier iOS game from German developer Andreas Illiger, *Tiny Wings*, has been heavily praised for its accessible and involving gameplay. Having caught the attention of the world, Illiger may not be working alone for long.

Frictional Games

Based in Sweden, Frictional is comprised of a small core team of five, led by Thomas Grip and Jens Nilsson. It contracts music and narrative design to external staff. The chilling *Penumbra* series was developed this way, as was 2010's *Amnesia*, the studio's best received title so far.

Mobile Pie

Run by six full-time staff, Mobile Pie says it likes to punch above its weight in terms of output and quality. As well as licensed titles for clients like the BBC, HP and Orange, the studio created an original IP in *My Star*. Mobile Pie is now working on unannounced games for an award-winning animation studio.

Mojang Specifications

Founder Markus 'Notch' Persson is the face of Mojang, and his openness has attracted a mass of followers. With the success of *Minecraft*, Mojang has expanded to eight staff. Mojang plans to release *Minecraft* for the web, mobiles and Xbox Live later this year, and has also commenced work on its next title, *Scrolls*.

Revolution Software

Revolution has successfully transitioned from the publisher-funded model to self-publishing. Remastered versions of *Broken Sword* for PC and mobiles have achieved several million downloads. That sets it up well to self-publish a set of new and innovative projects.

Rodeo Games

Rodeo consists of just four developers previously from Lionhead, Criterion, Codemasters and Sony. Ben Murch and his experienced teammates have been serving up addictive tactical action with their iOS game *Hunters HD*, which has achieved a Metascore of 86. Rodeo is now working on future episodes for the *Hunter* series.

That Game Studio

If you've been watching Channel 4's *Crunchtime* you'll recognise That Game Studio as this year's Dare to be Digital frontrunner and winner of the converted BAFTA One to Watch award. *Twang!*, an innovation side-scrolling multiplayer game, is the title that has launched these young developers on the path to greatness.

BUSINESS DEVELOPMENT

Bigpoint

Bigpoint's free-to-play titles are now played by over 190 million people. And the business has seen similar growth. The company employs more than 700 at its HQ in Hamburg, Germany, as well as in Berlin, San Francisco and Malta.

Blitz Games Studios

Blitz has one of the most trusted reputations amongst third-party developers, and has proven itself as a first-mover on new technology, having produced a raft of Kinect games this year for the likes of THQ.

Curve Studios

In the past year, Curve has completed its fifth *Buzz!* PSP title, launched an original IP on Wii and self-published another original IP on XBLA. The studio, and its 30 employees, has transitioned from un-credited contract work to creating its own properties with greater creative freedom.

Eutechnyx

Anticipating that the industry was headed for a huge period of change, Eutechnyx raised $10 million in venture capital. Those funds have been spent on a proactive new push into online games for its core racing audience.

Lightning Fish

Since it was established in 2008, Lightning Fish has specialised in motion control games. Recently, it has worked with Mel B and Fitness First on fitness and dance games for Wii, Kinect and Move. It opened a satellite studio in India to support development, and is gradually expanding into digital downloads.

Mind Candy

Mind Candy has seen phenomenal growth in the last three years, having recently passed the 50m user mark with *Moshi Monsters*. Mind Candy has now begun turning its popular social game into a franchise, spanning books, toys, a magazine and online video content. What's more, the company is set to double its headcount by the end of 2011.

nDreams

nDreams is focused almost entirely on virtual worlds, and has grown rapidly to become one of the top two publishers in PlayStation Home. nDreams is also the leading European creator of alternate reality games, and develops avatars and props for Xbox Live Marketplace. More than 50 per cent of its time is spent publishing its own IP.

Studios

HANDHELD STUDIO

Erik Svedäng

Following his award-winning 2008 indie title *Blueberry Garden*, Swedish developer Erik Svedäng's interactive strategy games, *Shot Shot Shoot* and *Tri-Tri-Triobelisk* for iOS have been a hit with players, the media and his fellow game creators. He is currently working on several new games.

Exient

Now in its tenth year, Exient's games have sold an impressive 15m copies worldwide. Responsible for almost all EA Sports' DS titles, the Oxford-based company took on projects for Wii and iOS last year. Exient's DS version of *The Sims 3* was also EA's highest DS Metascore of 2010.

Ideaworks Game Studio

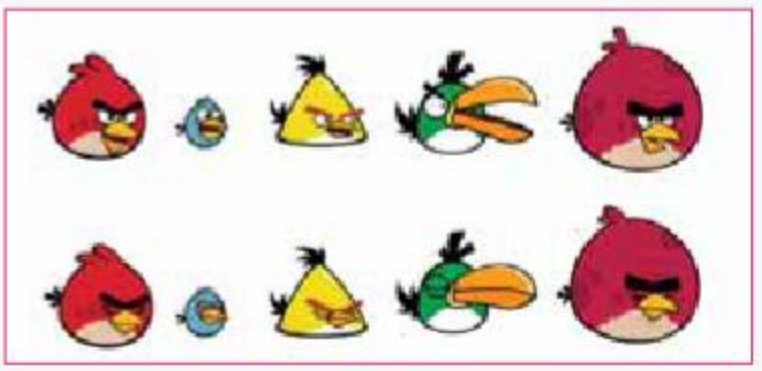
Best known for their number one app *Call of Duty: Zombies*, this studio was originally a tools developer, but has steadily made a name for itself through mobile development. Proprietary game engine and cross-platform technology libraries have been at the heart of its development pipeline, which has produced over 15 mobile titles since 2005.

NaturalMotion Games

NaturalMotion has made big strides as a tools developer this year, but its achievements in handheld technology deserve particular attention. The company has demonstrated cross-platform techniques and a detailed animation engine on iOS and Android. NaturalMotion recently opened a London studio, and is working on several upcoming mobile titles.

Rovio Mobile

Having your game played by hundreds of millions of people is the sort of marketing money can't buy. More than a year on and *Angry Birds* is still the app to beat. Rovio extended its life with seasonal content for Halloween, Christmas and Easter, as well as a promotional tie-in for animated film *Rio*.



Sports Interactive

In 2006, the same year it was snapped up by Sega, Sports Interactive began bringing its award-winning football management simulator to handheld consoles. *Football Manager Handheld 2011* for PSP and iOS has been its highest rated handheld title yet. Sports Interactive say it's not about 'adapting' the PC version, it's about building a new title in its own right. We heartily agree.

INDEPENDENT STUDIO

Crytek

Raw horse power and striking visuals have always been Crytek's strength, as shown by *Crysis 2*. Crytek invested heavily in CryEngine 3, but is also branching out with a Kinect title and MMO on the way.

Mind Candy

Mind Candy has seen tremendous success with *Moshi Monsters*: over two million new users sign up every month worldwide. Mind Candy is also taking the *Moshi* brand to new platforms. The studio moved from Battersea to Shoreditch in February and recently opened an office in New York.

Mojang Specifications

Every great independent studio needs a great independent game. And for Mojang that game is *Minecraft*, the sandbox creation title that's prompted millions to put their virtual construction caps on and scored fans across the industry. Already a storied developer, it's taken Mojang more than good fortune to achieve such historic success.

Playdead

Emerging with a monochromatic art style that transfixed players right up until the point of its painful death animations, it's no wonder that *Limbo*'s creators have become the darlings of the indie circuit. The story of Playdead and the creation of *Limbo* stay true to the spirit of independent game development.

Rovio Mobile

The makers of *Angry Birds* need little introduction. Founded in 2003 by Mikael Hed and Niklas Hed, the company initially created Java mobile games. The worldwide success of *Angry Birds* has helped the firm successful expand over the last year into broadcast media, merchandising, publishing and services.

Splash Damage

Adapting to simultaneous multiplatform development has been a significant change for a developer who has primarily made PC titles. Still, Splash Damage has has grown immensely in skill and numbers. This previous 2008 Develop Award winner is a true contender.

Sumo Digital

You'd think that successfully transporting *Doctor Who* to games with a series of episodic downloadable adventures would be enough. But Sumo has released more than three other titles for various platforms in the last 12 months. With such efficiency it's no wonder that they continue to be a go-to developer for the BBC, Sega, EA and other publishers.

Studios

IN-HOUSE STUDIO

Codemasters Studios

Codemasters' in-house studios successfully revived Formula 1 gaming with *F1 2010* last year, and, more recently, have been basking in the glow of *Dirt 3*'s reception.

Criterion Games

The developer's knack for faultless technical performance and creative approach to design meant that *Need For Speed Hot Pursuit* was unlike anything before it. And players and the media agreed, with approximately 8.5 million units sold and a slew of awards.

Media Molecule

Sequel *LittleBigPlanet 2* proved to be even more ambitious than the first, but not beyond the studio's talents. As well as empowering millions of users worldwide, this Guildford-based studio has changed Sony's philosophy for making games.

PopCap Dublin

PopCap's European HQ was set up in Dublin, Ireland, in 2005. Its initial team of six were charged with PopCap's mobile games development. Its first project was to release PopCap's first ever internally developed mobile game, *Chuzzle*, but most recently it worked on titles for Windows Mobile Live.

Sports Interactive

Established in 1994 and based in London, Sports Interactive is responsible for the commercially and critically successful *Football Manager* series – and goes from strength to strength. It's resonsible for one of the best-selling PC games in the UK, and in the last year confidently moved onto iOS too.

Traveller's Tales

Traveller's Tales has been enchanting children and families with its award-winning LEGO games since 2005. The games have consistently been chart successes and game experiences that are fun for all. Things were no different for recent *Harry Potter*, *Star Wars* and *Pirates* releaes.

Ubisoft France

Ubisoft is celebrating its 25th anniversary this year but shows no sign of slowing down or losing relevance. Its France studio teams have this year wowed gamers and games retailers alike with its best-selling *Just Dance* games, which have married family fun with commercial success and a love of music.

DEVELOPMENT LEGEND

WINNER: Ian Livingstone

THIS YEAR we will present the Development Legend prize to Square Enix life president Ian Livingstone

The Development Legend prize is awarded by the *Develop* team to an individual who has made a significant impact on games development in their lifetime.

Livingstone's achievements are considerable. He co-founded iconic games company Games Workshop in 1975, launching Dungeons & Dragons in Europe, and subsequently its retail chain and *White Dwarf* magazine.

In 1982 Livingstone, together with Games Workshop co-founder Steve Jackson, created the best-selling role-playing games book series, *Fighting Fantasy*, which has sold over 16m copies to date.

He made the leap to computer games two years later, designing Eureka, the first title released by publisher Domark in 1984.

He returned to the company in the early '90s as a major investor overseeing a merger that created Eidos Interactive, where he was Chairman for seven years.

At Eidos he helped secure and bring to market some of its most famous properties including *Lara Croft: Tomb Raider* and *Hitman*. Livingstone became Life President of Eidos for

Square Enix, which bought the publisher in 2009, and has creative input in all the Eidos-label games.

He is an active supporter of new and upcoming games talent having invested in Indie studios including Playdemic, Appatyze and Mediatonic. He is also sits on many boards including trade body UKIE, industry charity GamesAid, Skillset games council, BAFTA games committee, the Creative Industries Council and is an advisor to the British Council. Earlier this year, he co-authored the NextGen report for the government urging changes in education policy to assist the UK games development industry.

Award sponsored by BABEL

GRAND PRIX

OUR FINAL award is the Grand Prix, handed out at the end of the ceremony.

Like the Development Legend accolade, the winner of this special award is chosen by the *Develop* team after detailed consideration and lobbying from the industry.

A Grand Prix winner can be any European games company that has excelled greatly on many levels. These include by genre defining ideas and concept execution; excellence in production, art, audio and design; supporting the industry and helping improve its reputation, introduction of new business models; business development; and embracing and succeeding with new platforms.

Grand Prix winners are the best of the best. They have helped redefine the role of the games developer and contributed to the always evovling and exciting business in which we all operate.

Previous Winners:
2010: Unity Technologies
2009: Codemasters Studios
2008: Rockstar Games
2007: Sony Computer Entertainment
2006: Bizarre Creations

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